



U.S. PRODUCT LITERATURE CENTER AT *OCEANOLOGY INTERNATIONAL 2006*

EXCEL, LONDON
March 21-23, 2006

**TEST THE UK MARKET AT OCEANOLOGY INTERNATIONAL 2006
THE WORLD'S LARGEST MARINE SCIENCE AND OCEAN TECHNOLOGY EXHIBITION**

- Looking for a cost effective way to promote your company and products in the global market? The U.S. Commercial Service's Product Literature Center at Oceanology International 2006 (Oi06) is the answer to accessing this rapidly growing market.

- Oceanology is the world's largest marine science and ocean technology exhibition, consistently attracting high-quality prospects from the UK, Europe and elsewhere around the world.

- Over 7,000 key industry visitors attended the last show in 2004.

- Featured products and technologies will include: sub-sea engineering, oceanography, sonar, coastal monitoring, hydrography, commercial diving equipment and autonomous underwater vehicles (AUV's).

- Oceanology includes a full conference program chaired by Dr. Richard Spinrad, Assistant Administrator of the U.S. National Oceanic & Atmospheric Administration (NOAA).

- Managed by the U.S. Commercial Service, our Product Literature Center (PLC) at Oceanology will offer a select group of U.S. firms the best opportunity to raise their international market profile, test market interest, collect trade leads and identify potential partners.

- Our \$400 PLC package enables you to show your brochures to the many attendees who visit our booth at Oceanology. U.S. Commercial Service staff will distribute copies of your product literature and then capture the contact information of those companies interested in your products or services. We forward all trade leads to you immediately after the event. See the box above for more details of the PLC.



WHAT YOU GET FOR \$400

- Pre-show promotion of your products to potential UK and European partners and/or customers
- Prominent display of your literature in our booth to interested visitors
- Trade leads identified and quickly forwarded to you
- Follow-up by our Commercial Specialists to help you convert leads into sales

For more information about the U.S. Product Literature Center or how we can facilitate your visit to Oceanology, please contact, Jestyn Cooper, Commercial Specialist by tel: +44-20-7894-0452 or email: jestyn.cooper@mail.doc.gov